

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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Our promise starts with the hollow tip at the end of our cigarette.

It keeps your lips from touching the tar that builds up on the filter. Flush filters can't do that.

Which is why Parliament Lights are so tastefully light.

And doesn't that sound promising?



Only Parliament Lights has the famous recessed filter.

Available in Soft Pack, Box and 100's.

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

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Soft Pack: 8 mg "tar," 0.7 mg nicotine—Box: 11 mg "tar," 0.7 mg nicotine—100's: 12 mg "tar," 0.8 mg nicotine av. per cigarette, FTC Report Dec. 79.



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